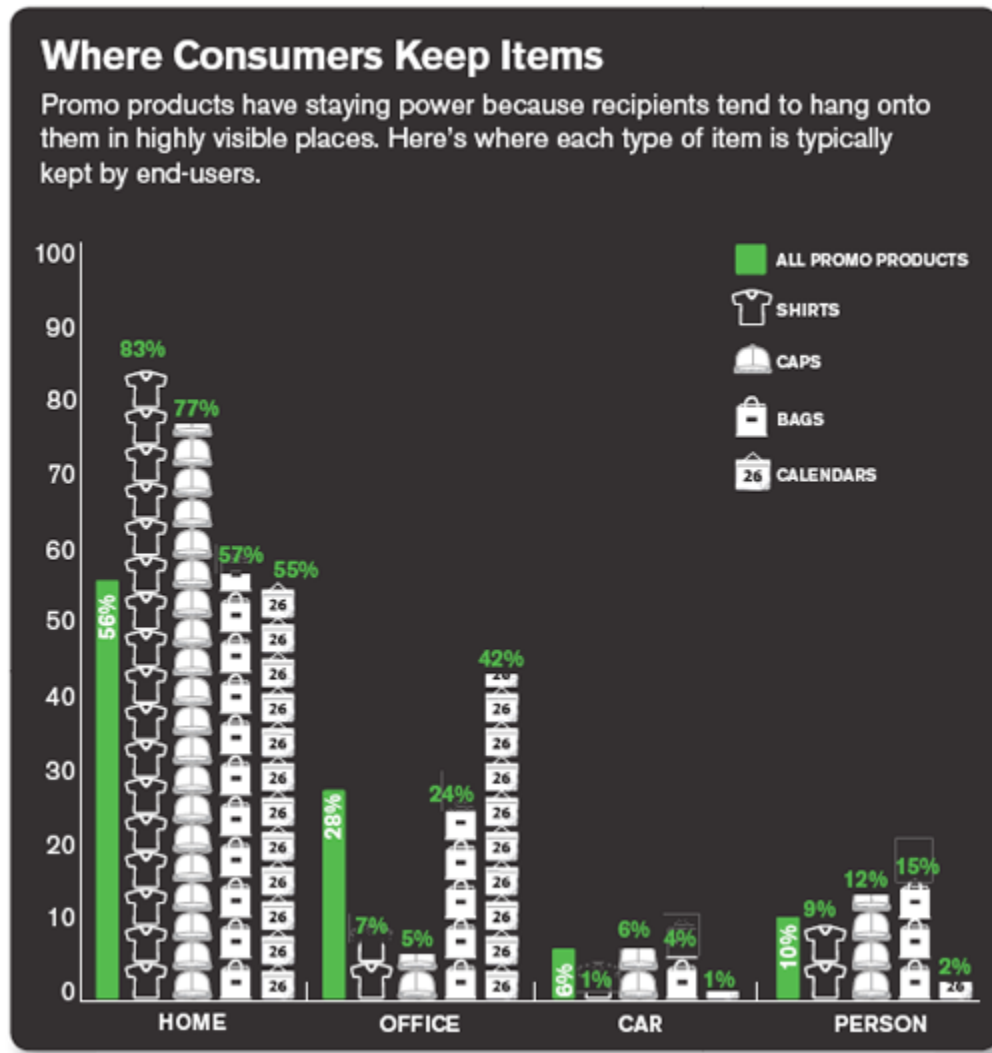


Where Do Your Customers Keep Their Promotional Products?

Do your customers keep their promotional products at home, the office, their car, or in their pockets? In a recent study, here are what the results revealed:



So why is this important? This information is extremely useful to help determine the best way to spend your marketing dollar. If you know where most people keep specific promotional items, then you can make a better decision on what type of promotional product to giveaway to your customers or potential clients. You must know your target audience. Are the majority of your customers individuals or businesses or a mixture of both? If most of your clients are businesses, you may want to consider a desktop promotional product that they can use at their office. It may also help you determine if you want to give out multiple items to your customers. For instance, if you look at the calendars on the graph, you see that 55% of the people that received personalized calendars, kept them at home, while 42% kept them at work. If you have custom printed calendars, you may want to consider giving out 2 calendars to each client so that they can keep one at home and one at their office. This doubles their exposure to your business. For questions about refining your promotional products marketing campaign, contact an expert promotional products distributor to help you.

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